

SOUTHEND

UNITED FOOTBALL CLUB



So close for David Martin & Richard Young as the Ipswich defence is split.



BARCLAY'S LEAGUE DIVISION 3

**SOUTHEND V
BOLTON WANDERERS**

Sat Aug. 27th
K.O. 7.45pm

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70p

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Soccerline

**For News and Views
of the Blues**

Clarke's Comments



THIS is where the talking stops and the real action begins — the new 1988/89 season is upon us and on behalf of all the lads I would like to welcome you back to Roots Hall.

Thanks again for all your wonderful support last season which contributed in no small way to our escaping from relegation. And I am confident we shall all enjoy a much happier campaign this term. We have had a very good pre-season build-up. The lads have put in a tremendous amount of hard work.

Our games against Ipswich and Oxford certainly proved that we have nothing to worry about in terms of fitness — we more than matched them both in that department.

There are one or two things I did not like in those games but I am sure we can work it out on the training ground and put things right before the real business begins today.

I know that a number of you were surprised that I did not go into the transfer market during the close season but it was a mark of my confidence in the lads that I decided they deserved a chance to prove themselves from the off.

If they carry on from where they left off last season then I don't doubt that we will prove a force to be reckoned with in the months ahead. It is certainly something for us to build on. But on the other hand I have warned them that if they don't produce the goods then I won't hesitate to go out and bring in one or two new faces.

Bolton will arrive here today full of confidence following their promotion from Division 4 last season but we know from experience that it is not always easy to settle immediately into new surroundings.

Our job is to try and bring them down to earth with a bang and with your help I am sure we can get the new season off to a bright start.

Keep up your vocal support and who knows with that little bit of luck every team needs, we might reward you with something positive to cheer about next May!

UP THE BLUES — Paul Clark

The views expressed in this magazine
are not necessarily the views
of Southend United Football Club.

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E	V	E	R	T	O	N	B
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STAR IS BORN

SORT OUT THE SEVEN TEAMS AND PUT THEM INTO THEIR CORRECT PLACES. YOU WILL THEN FIND THE BIRTHPLACE OF FORMER ENGLAND STAR, JIMMY GREAVES, READING DOWN.



1							
2							
3							
4							
5							
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7							

1 SAHL
ESCE

2 RELC
RASL

3 SPW
HIC

4 HEMER
HLWT

5 RHNL
RATC

6 AES
TRH

7 WLD
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In Years Gone By

... by Richard Godwin

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A summary of United's matches played on this day since 1920

AUGUST 27

- 1921-22 Blues open the new season with a 0—0 draw at Brighton, but things go sadly wrong as the year ends with us bottom of the Division.
- 1923-24 Whitham and Davies score our goals in the 2—2 draw with Charlton Athletic at the Kursaal Ground.
- 1927-28 The season opens with a great 1—0 win at home to Luton Town, our goal scored by Hick, who goes on to net 25 in only 30 games that term.
- 1928-29 Jim Shankly nets our goal at home to Exeter City and goes on to notch 31 in the season, which is still a Club record.
- 1932-33 Aldershot play their first ever League match, but Blues spoil their party with a 2—1 win at the Recreation Ground in front of 8,000 fans.
- 1938-39 Another first, as Ipswich Town play their inaugural League game at Portman Road, and just under 20,000 see them beat Southend 4—2.
- 1947-48 Ipswich visit Southend this time and we gain revenge with a 3—2 victory with Whitchurch, Thompson and Dudley scoring for Blues.
- 1949-50 Blues entertain Newport County and score one goal before the break, but run riot in the second half and finish with six. Albert Wakefield, playing his second game for us, nets two.
- 1951-52 A visit to Port Vale ends in a goal-less draw in front of 10,000 disappointed fans.
- 1952-53 Blues go to Swindon Town and chalk up a great 3—1 win, and six days later do the double hitting three more.
- 1955-56 The first away fixture since coming to Roots Hall is celebrated in style with Roy Hollis scoring four times in our 6—3 win.
- 1958-59 We welcome Reading to Roots Hall for the first game of the season here, and are held to a 2—2 draw. Punton and Crossan are on target.
- 1960-61 A rare 3—0 win at Chesterfield with Laverty, Fryatt and Wall scoring at regular intervals.
- 1963-64 Another fine win, this time at Barnsley sees Johnny McKinnen netting the only goal of the game in the second half.
- 1966-67 We open our away programme with yet another win, this time at the expense of Exeter City as Johnny Baber hits an early winner.
- 1975-76 The away leg of the League Cup is played at Peterborough who overcome a 2—0 defeat here to win on aggregate 3—2.
- 1983-84 Blues open the season with Shepherd and Phillips scoring our goals in the 2—2 draw with Rotherham United, but the year ends with relegation.
- 1985-86 We travel the short distance to Cambridge and return with the points thanks to Danny O'Shea and Richard Cadette scoring our goals.

BLUES RESULTS ON THIS DAY

	W	D	L	F	A
Home	4	3	0	15	- 6
Away	7	2	2	20	- 13
	11	5	2	35	- 19

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What the Papers Say...

HAMILTON 4 SOUTHEND 0

"a defeat which clearly underlined there is still a great deal of work ahead" *(Evening Echo)*

DARTFORD 1 SOUTHEND 2

"David Matthews maintained his fine pre-season form to inspire Southend.... he slotted in from the penalty spot and also laid on the goal for Paul Brush before former England and Southend winger Peter Taylor helped set up the Kent side's equaliser" *(Evening Echo)*

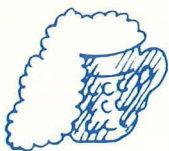
BASILDON 0 SOUTHEND 1

"David Crown — the only man on the pitch to display any great composure on the ball.... It was a match played rather too fast and furiously" *(Standard Recorder)*

SOUTHEND 0 IPSWICH 1

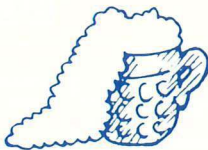
"Ipswich, one of my tips to be Division 2 front-runners, did not embarrass Blues Southend had the better of the exchanges after the break with only some disparate goalline clearances keeping out efforts from Young, Crown and Martin Paul Sansom did well to keep our first-half efforts from Mich D'Array and John Wark, while at the other end Ron Fearon stopped a Dave Crown stinger." *(Evening Echo)*

Mark Massey.



Pub Talk

- compiled by Geoff Allman



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Andy Kennedy, a one-time Glasgow Rangers striker now with Birmingham, has made relatively few headlines during his five years as a professional and few people outside Birmingham took much notice when he was selected to sit on the substitute's bench last season to break him in gently on his way back from injury.

Yet by the end of the game at Middlesbrough his was the name on everyone's lips after his brave display as emergency goalkeeper in helping his relegation-threatened side earn a point at the home of a team going hard for promotion. In fact he came near to earning them all three points for after he had taken over from the injured Roger Hansbury in the tenth minute it was not beaten until the 77th minute when Boro's England squad man Gary Pallister scrambled an equaliser.

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Though happily such instances of goalkeepers injured or sent off and therefore necessitating a substitute between the sticks are rare they are always potentially dramatic and sometimes heroic occasions. Some famous names have gone between the posts in emergency and one recalls England striker Nat Lofthouse saving a Harry Hooper penalty in a Bolton v Wolves F.A. Cup-Tie in 1958 while Walsall's prolific striker Tony Richards took over in goal when big John Savage was sent off in a game at Swindon around the same time and with his first touch of the ball saved a penalty.

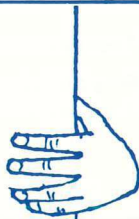
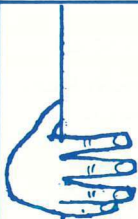
Injured goalkeepers have also, from time to time, figured in goalscoring feats while playing as emergency forwards after being injured themselves. This is less likely to occur in these days of substitutes, but in the 50's Northern Ireland International Harry Gregg actually scored a goal at Tottenham after sustaining the shoulder injury that was ultimately to end his playing career. Reading's Arthur Wilkie actually did better than that on one occasion, scoring twice while operating in the front line with an injured shoulder.

Amongst goalkeepers who have actually turned out for whole games as forwards in emergency are Carlisle's long serving player of the 70's Alan Ross and Bernard Streten, who later in his career played for England and actually turned out in one wartime game for Walsall in a number 8 shirt with Bert Williams in goal. He scored a goal and then just a few months later played in goal for Wolves against Walsall and saved a penalty. Bernard, of course, also played for Shrewsbury Town in the pre-football League days.

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BOARD ROOM TOPICS

The all too short, in some ways, and too long in others, close season has been simply "Business as Usual" in the Board Room, for the task of running the Club is 52 weeks of the Year, 7 days a week.

It's been the usual round of activities — SUFC style — you know the sort of thing like receiving a 366 page judgement in favour of the Club in respect of the case involving Logicrosse; dealing with the stream of mis-information distributed by that organisation, the aptly initialled TB, — an illness if ever there was one; attempting to make do and mend again the fabric of Roots Hall for yet another season; preparing for October's Public Enquiry regarding the Sutton Road site; establishing the building start on the South Bank; — and of course every now and then spending some time on things other Clubs are able to devote all their energies to. But through it all, what keeps things going is the feeling that slowly, too slowly, but nevertheless in some way, the Club is progressing.

Events such as the Open Day are heartening for you meet so many who are so keen for the Club to succeed. Heartening too, people like Kevin O'Donnell who come forward to produce such excellent copy for this magazine out of the blue (no pun intended) and our stalwarts like Richard Godwin, Roger Buxton and many others who help us in these areas, and of course in the many other areas, Stewards, Gatemen, Programme Sellers etc, that make up a Football Club. It's often felt that the old style helper is a dying breed but individuals can still be found and if you think you'd like to help the Club in some way then please drop us a line — many hands make lighter work and help progress.

In the wider aspects of the game, it has been a more distressing summer. The failure of the England team, the antics of lunatics following it, the intransigence of Government and the apparent lack of ethics on the part of some of the League leaders has left a sour taste. This season must see an improvement all round and at Southend United we have to play our part and that means all of us on and off the pitch.

In association with Essex Police we intend to ensure Roots Hall is a safe place for the genuine supporter and his or her family. That means a crackdown on any form of loutish behaviour whether PHYSICAL or VERBAL and whilst the Club wants as many supporters as possible those who cannot or will not abide by the rules of decent behaviour must and will be excluded. The success of the Family Stand concept has seen it extended now to both Blue and Yellow Sections and we have a duty to do all we can to ensure those attending come to a wholesome atmosphere. Therefore in particular the Pitch is exclusively for players and officials and not spectators at any time and FOUL and ABUSIVE LANGUAGE and CHANTS can also lead to ARREST and PROSECUTION. Let's hope none are necessary at any time this season. The answer is in the hands of the individual initially, each responsible for his own actions.

Having said all that, and to the vast, vast majority it's "WELCOME BACK" and our hope is yours, namely that the lads on the pitch give us all plenty to sing sweetly about in the months ahead.



Please find set out below details of forthcoming attractions at the Cliffs Pavilion.
The Box Office opens on Saturday 20th August

Wednesday 12th October: 8pm **R.S.P.B. FILMS**
All Seats £2.40 Sen.Citizens/Children £1.40

Saturday 1st October: 8pm **THE BLUES BAND** Seats: £6, £5 & £4

For One Night Only

Monday 24th October: 8pm **RITA COOLIDGE** - Meal at 10.00pm Seats: £10, £9 & £8
In Concert

Tuesday 25th October: 8pm **RORY BREMNER** - Meal at 10.00pm. Seats: £6.50 & £5.50

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Southend United Members Supporters Club

Thank you to everyone who went to the pre-season friendlies, especially those who travelled up to Scotland.

Now it's down to business of the new season, and we wish all the lads, the best of luck. We are taking bookings, tonight and during office hours at the Club, for the following away trips:-

Saturday 3rd September to FULHAM — Coach leaves Roots Hall — 11.30 a.m.
Price — £5.50

and

Wednesday 7th September to BRIGHTON — Coach leaves Roots Hall — 3.30 pm
Price — £7.00

Enquiries Tel: 202373

One supporter I must mention is Phil Cox, for whom, Brighton away, will be his 100th consecutive match, and I would also like to thank Wendy Beadle and everyone who worked so hard on our Carnival Float.

Well done to the Supporters Club Team in their match with the Blues, on Open Evening, losing only 2-0.

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Return to Roots of BOLTON WANDERERS

David Felgate: Goalkeeper — Born Blaenau Festiniog. Commenced his career with Bolton as an apprentice but failed to make a first team appearance before being sold to Lincoln for £25,000 although he had gained League experience whilst on loan to Rochdale and Crewe. Returned to Bolton in February 1987 after spells with Cardiff and Grimsby. An everpresent last season in the Wanderers promotion winning team and also voted Player of the Year.

Phil Brown: Full Back — Born South Shields — Signed during the close season for a fee of £17,000 from Halifax Town. Commenced his League career with Hartlepool for whom he played more than 200 games. After his transfer to Halifax he scored 14 goals during 1986/87, a record tally for a full back.

Paul Hughes: Full Back — Born Manchester — Came through the Wanderers youth ranks being captain to the successful Lancashire Youth Cup winning side of 1987. Made 11 appearances last season making his debut in the 2-1 home win over Stockport at Christmas.

Barry Cowdrell: Full Back — Born Birmingham — Made his League bow with West Bromwich Albion in the First Division in 1980 after being secured from Sutton Coldfield. Has since made over 100 appearances for Albion and joined Wanderers on a free transfer during the summer. He can also play on the left hand side of midfield.

Dean Crombie: Full Back/Defender — Born Lincoln — A vastly experienced player with over 350 League appearances to his name, most of them with Grimsby Town whom he joined from Lincoln City. Joined the Wanderers from the Mariners 12 months ago and made 24 appearances last season in which he had a number of injury problems.

Mark Winstanley: Defender — Born St. Helens — Has been on the fringe of the Wanderers first team squad for 2 seasons having come through the Clubs youth ranks. Made his debut at Bournemouth in March 1986 and having forced his way into last seasons promotion winning side he should make one of the central defensive positions his own during the coming season.

Mark Cane: Defender — Born Exeter — Joined the Wanderers from Non-League Winsford United late in the 1983/84 season before becoming a regular first teamer 12 months later. Since then he has made almost 150 League appearances for the club missing only 3 games last season and finding the net on 5 occasions.

Julian Darby: Defender/Midfield — Born Bolton — The only Bolton born player currently in the first team squad. Julian has worked his way up through the ranks making his League debut during the 1985/86 season. Has proved his versatility by producing gutsy performances at either right back, central defence or midfield.

Ian Callaghan: Midfield — Born Liverpool — Another youngster who has made his way up through the clubs junior teams but has yet to gain a regular first team spot. Made his first team debut in last seasons FA Cup win at Wrexham. No relation to his namesake the former Liverpool International.

Nicky Brookman: Midfield — Born Manchester — Has had spells at Newport, Aston Villa and Wrexham as a youth player before joining the Wanderers. Made his League debut against Carlisle at Burnden in April 1987 and played 26 League games last term netting 6 goals.

Robbie Savage: Full Back/Midfield — Born Liverpool — Began his career as an apprentice at Liverpool but first appeared in the Football League whilst on loan to Wrexham. He has since played for Stoke, Bournemouth and Bradford City before joining the Wanderers in a £30,000 deal in September 1987. He grabbed the all important goal at Wrexham last season that earned the Wanderers promotion to the Third Division.

Jeff Chandler: Midfield — Born Hammersmith — In his second spell with the Wanderers after commencing his career with Blackpool and Leeds United. Made 157 appearances in his first spell before joining Derby County with whom he won promotion to the Second Division. After a spell on loan at Mansfield he rejoined Bolton at the start of last season but made only 3 appearances after suffering from injury.

Gary Henshaw: Midfield — Born Leeds — Joined the Wanderers from his only other League club Grimsby Town, at the beginning of the 1987/88 season, after making 50 appearances for them. He was in the Wanderers first team squad for most of last season in which he made 31 League appearances.

Stuart Storer: Midfield/Forward — Born Harborough — First joined the Wanderers on loan from Everton towards the end of 1987. After 3 games he signed in a £25,000 deal and went on to make another 11 League appearances last term. Began his career with Mansfield Town before moving to Birmingham City and then on to Goodison. He also had a loan spell with Wigan Athletic.

Steve Thompson: Midfield — Born Oldham — Made his League debut for the Wanderers in November 1982 having began his career with the club as an apprentice. Has since made over 200 League appearances in Three Divisions of the Football League for the club and missed only 2 games last term.

John Thomas: Forward — Born Wednesbury — Began his career with Everton although didn't play a League game for them he was allowed to gain experience at both Tranmere and Halifax on loan. Joined the Wanderers from Goodison at the start of 1980/81 season but failed to gain a regular place. Has since been with Chester, Lincoln and Preston with whom he was a consistent goalgetter and returned to Burnden at the start of last season. He was the clubs leading scorer last term with 22 League goals.

Steve Elliott: Forward — Born Hailwistle — Began his League career with Nottingham Forest before joining Preston where he made over 200 League appearances. Had spells at both Luton and Walsall before moving back to the North West with the Wanderers at the start of the 1986/87 season. Had injury problems last season which saw him make 19 League appearances.

Trevor Morgan: Forward — Born Forest Gate — Made his League bow with Bournemouth who secured his transfer from Non-League Leytonstone. After a short spell with Mansfield returned to Dean Court before moving to the South West and spells with Bristol City, Exeter City and Bristol Rovers before moving back across Bristol to rejoin City. Moved to the Wanderers during the summer of 1987 and made 38 League appearances last term scoring 7 times.

Ian Stevens: Forward — Born Malta — Joined the Wanderers in 1987 after impressing in the Central League side. Began his career at Preston before spending a short time with Stockport County. Last term he was used as cover for the more experienced strikers but was leading scorer in the reserves with 16 goals.

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Back Row (Left to Right): Ian Callaghan, Gary Henshaw, Paul Hughes, David Felgate, Julian Darby, Ian Stevens, Chris O'Brien, Middle Row: Phil Neal (Manager), Steve Carroll (Youth Coach), Nicky Brookman, Gary Brown, Stuart Storer, Trevor Morgan, Dave McKearney, Bob Savage, Jeff Chandler, Mick Brown (Coach), Phil Stock (Physio). Front Row: John Thomas, Steve Elliott, Phil Brown, Mark Came, Mark Winstanley, Dean Crombie, Barry Cowdrill, Steve Thompson.

BOLTON WANDERERS CLUB FILE:

LAST TIME WE MET:

6th February 1984 (Division 3) — **SOUTHEND 0 BOLTON 1**

SUFC: Keeley, Shead, Collins, Pennyfather, Turner, Moody, Pountney, Kellock, Shepherd, Whymark, Phillips

BWFC: Farnworth, Borrows, Snookes, Joyce, McElhinney, Valentine, Thompson, Chandler, Foster, Caldwell, Bell

SCORER: Caldwell 44

ATTEND: 1594

PLAYED FOR BOTH CLUBS:

None (Bolton are one of only 2 League Clubs with no players to appear for both that team and Southend in the League since 1946 — the other is Scarborough).

APPEARANCES LAST SEASON:

Felgate 46; Thomas 45; Thompson 44; Came 43; Morgan 42; Darby 40; Scott 40; Savage 39; Sutton 37; Brookman 35; Elliott 27; Henshaw 27; Crombie 24; Winstanley 18; Storer 17; Stevens 16; Hughes 11; Joyce 11; May 10; Neal 9; Chandler 4; Barnes 2; Callaghan 2.

Mark Came

Mark Came: Defender

SCORERS LAST SEASON:

Thomas 23; Morgan 7; Thompson 7; Bookman 6; Came 5; Savage 5; Chandler 2; Darby 2; Elliott 2; Henshaw 2; May 2; Storer 1; Winstanley 1. Opponents 1

RECENT FORM

WREXHAM (A) W 1-0

COLCHESTER (H) W 4-0

CAMBRIDGE (A) D 2-2

NEWPORT (H) W 6-0

SCUNTHORPE (H) D 0-0

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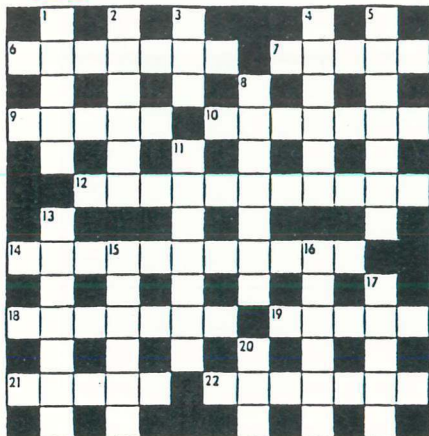
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ACROSS

1. Losing finalist in the 1988 French Tennis Championships (7)
7. Shooting is an Olympic event (5)
9. And 17 down. Show-jumpers always look for one (5,5)
10. Las Vegas is the gambling of the world. (7)
12. Bolton striker who was top scorer in the English First Division in 1979 (11)
14. Defender who has played for QPR and Newcastle (5,6)
18. Smith, the Rugby Union Commentator (7)
19. Boxers' resting place. (5)
21. Italian club, 9 times League Champions (5)
22. English right-back in European Championships (7)

DOWN

1. Eire striker, not used in European Championships (5)
2. Club associated with Hoddle and Hateley (6)
3. Dynamic English Rugby winger (3)
4. Zurbriggen's sport (6)
5. This team beat Aston Villa 2-0 in final of the World Club Championship (7)
8. Centre forward in Ipswich's Cup-winning Team (7)
11. Greville, a successful jockey (7)
13. Punters enjoy one (7)
15. Ken, the 1978 WBC Heavyweight Champion of the World (6)
16. Flying French Rugby winger (6)
17. See 9 Across
20. Tennis' governing body (3)

The 3 View — by FRED KENNEDY

What an interesting competition this year's Division 3 looks. Wolverhampton Wanderers return to join us and who will forget our double victories over them in our Promotion Year. The Wanderers look even stronger and if they hold on to Steve Bull will cause anyone problems. Notts County tanked us at Meadow Lane, but should have been beaten out of sight here later in the year but Blues second half slump gave them a double. John Barnwell's men missed out in the Play-offs but are likely candidates again this time.

The "Welsh Connection" returns with both Cardiff and Swansea dark horses, like our visitors today BOLTON WANDERERS. Up in Yorkshire Eion Hand has re-structured Huddersfield Town following Malcolm McDonald's departure.

Nearer home you can't discount Fulham and Jim Stannard or Brentford (Richard Cadette). It's safe to assume a few bets are being made locally on who will score most in the season, David Crown or Richard in Division 3. A few seasons ago Reading swept all before them but last year in spite of a Wembley triumph ended with relegation and it's therefore anyone's guess as to how they will function.

All the Managers are clear on one point and that's the importance of a good start. Blues face the unknown early on playing 3 promoted teams at Roots Hall in their first 3 home games and have only 4 home games in the first 9 — the last of that batch ending on SUNDAY 9TH OCTOBER at BRENTFORD — a morning Kick-off. Champions look to average 2 point a game, so 18 points from those first 9 would be more than welcome — and a far cry from last year. That would mean winning at Roots Hall for 12 points and perhaps taking 8 points from trips to Fulham, Aldershot, Reading, Preston and Brentford. Not easy but certainly not impossible.

Of course at this stage, every Club starts with optimism and who could dismiss David Bassett's Sheffield United or Joe Jordan's Bristol City. The fascination is that come May, there's usually a surprise or two and Northampton Town will be quietly fancying themselves, as will Blackpool in spite of their big defeat here on the last day of last season.

They tell me the Blues are 33—1 to win the League and 8—1 for Promotion. That will do nicely for with PAUL CLARK'S men winning 6 out of the last 8 games, they have no reason to fear any side. In my opinion it would be a brave or foolish man who attempted to forecast the end of season table at this stage but no doubt many will. I'll resist the temptation but just in case you want to have a go, record your choices below and check in May to see how well you guessed.

BARCLAY'S LEAGUE DIVISION 3 — OPENING DAY FORECAST

Champions

Runners Up

Promoted

Others to reach Play-Offs

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Buxton On The Ball



Southend United are about to pound into a new season. In many ways this is the most exciting time of the year as we fans speculate on the months ahead and all the excitement and glory that our heroes are going to supply for us.

Personally, I'm delighted that the start of the season has gone back to 27th August. The last Saturday of August and that to my mind is a very good thing. I've been upset in recent years by the start getting earlier and earlier as we have seen the summer break constantly eroded. This time we have enjoyed a genuine summer break. It gives us a chance to get our breath back and look forward to football again. I wonder if, like me, you've found that some of the shorter gaps of recent years have not supplied enough time to re-kindle the enthusiasm. This year we've had a longer recess and perhaps like me you've begun to miss the game and look forward to it. I do hope so.

Once again, as last season, it's congratulations to Player/Manager, Paul Clark, who's got his players ready to give their all both for him, the Club and for us.

Certainly I thought we were doomed last season but a run of 6 wins in the last 8 games not only saved our Third Division skins but gives real hopes that if that sort of spirit can be built up again and maintained then maybe the impossible dream of Second Division football for the first time can be a reality.

I feel that inside the Town itself this is an impossible barrier as promotion to the higher levels is something that has never been achieved in more than 60 years. It has forced generations of fans to slip away in disappointment and means that those that remain and newer supporters take the sort of stick that I always took from my Uncle Charlie who was always proud of the fact that he gave up his support in 1938 and never missed an opportunity to ram at me "Southend United never were any good, they never will be any good".

Cruel words that I had to endure as a lad and I'm sure similar flack is thrown at our young supporters today by those who no longer turn out to give Southend United a cheer.

But I feel we have every reason to cheer at the moment. In Paul Clark we have a genuine local man at the helm and an enterprising squad of players that can only get better.

My old colleague Alf Smirk once wrote in a pre-season piece in the "Southend Standard" — 'If Southend United can tighten up at the back, win more of the ball in midfield and stick away more chances up front, there's every chance of promotion this season'. As he said "You can't argue with that".

Certainly as supporters if we can get behind the team with enthusiasm, cheering and the belief that they can do it then we too can help Southend to tighten up at the back, win more of the ball in midfield and stick away more chances up front.

It's going to be a long hard slog through the months ahead with occasional upsets and disappointments but if the effort is there with constant enthusiasm and support from management, players and spectators alike, I see no reason why this shouldn't be the season when dreams are hammered into reality.

I sincerely hope you enjoy your football and go home hoarse from every match. If you can't get to a game Essex Radio has live reports on all Southend League and Cup fixtures. Micky Davison is our Roots Hall reporter with other top radio men looking after the away games. For mid-week matches it's half and full time reports and on Saturday afternoons live reports every 15 minutes on Essex Sports Action. **UP THE BLUES**

Roger Buxton, Sports Editor, Essex Radio



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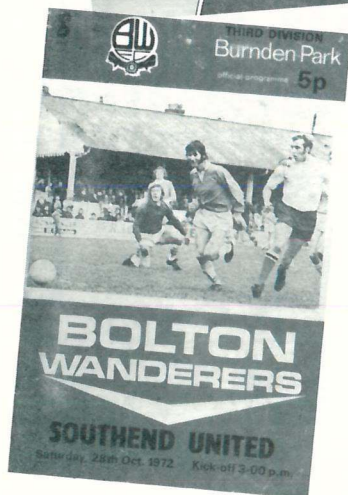
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Derek Hall	<.....	Marshall & Parsons	>	BRIGHTON	CANNON CINEMA (SOUTHEND)
Dave Martin	<	C.R. Salmon	>	SWANSEA CITY	MICHAEL MARKSCHEFFEL
					CARDIFF CITY	MR. RIX OF ROMFORD
					MANSFIELD TOWN	BRAIN HAULAGE LTD.
David Crown	<... N. Salmon	Thundersley Tyres	>		GILLINGHAM	FOSTER CARS
Paul Newell	Town Crier, South Woodham	Ferrers			CHESTERFIELD	
					WIGAN ATHLETIC	
	Chris &				BRISTOL ROVERS	
Roy McDonough	Marion	< Appreciation	>		F.A. CUP	
	Cave	Society			PORT VALE	
					NORTHAMPTON TOWN	UTD MARINE & GEN. SALVAGE CO.
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Peter Johnson	Cave				BREBTFORD	BRITANIC TRAVEL
	The				BURY	
	Local				WOLVERHAMPTON WDRS	HIGHFIELD DENTAL LAB.
Paul Sansom	Yokel				HUDDERSFIELD TOWN	FAIRFAX DRY CLEANERS
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Paul Brush					CHESTER CITY	
Nicky Smith						
Richard Young						
Martin Robinson						
David Matthews						

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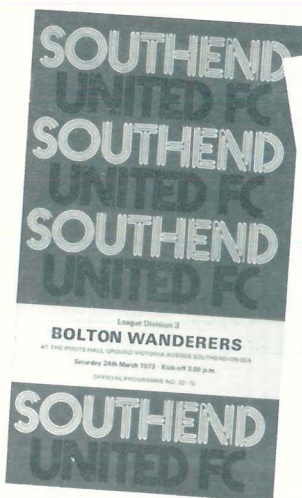
Past Encounters of the BOLTON W

— Compiled by

This is Bolton's third visit to Roots Hall in League football, both the previous meetings being in the Third Division. The first match between the sides was at Burnden Park in October 1972. Blues had won the promotion from Division 4 the previous season and were struggling in 22nd position having lost all their previous 7 away matches. Bolton, who were in 5th spot, started as firm favourites but were contained by a battling Blues' performance. Ron Phillips opened the scoring for Bolton but Dave Elliott equalised for Blues and the match ended 1-1. The attendance was 7,342.

By the return match in March 1973 at Roots Hall, Bolton led the Division by 3 points and had 2 games in hand on their nearest rivals Oldham. Blues had also improved their position in the Division having moved up the table just above the relegation positions and had won 4 and drawn 1 of the previous 5 games.

A crowd of 8,032 witnessed an entertaining battle. Blues took the lead in the second half from a Peter Taylor free kick, his 20



the Competitive Kind WANDERERS

Kevin O'Donnell

yard shot going through the Bolton defensive wall. Paul Jones equalised for Bolton and the match ended 1-1.

Blues lost both League matches to Bolton in 1983/84 0-2 at Burnden Park and 0-1 at Roots Hall where only 1,594 fans turned up.

Blues also met Bolton, then in the First Division, in a League Cup 2nd Round Tie in 1979. Blues won a remarkable first leg at Burnden Park 2-1 after being 1-0 down and reduced to 10 men by the sending off of Dave Cusack. Colin Morris notched both Blues' goals. That must have been a bitter shock to the 7,861 home crowd. One week prior to that Bolton had drawn 0-0 in the First Division against Liverpool at Anfield in front of an attendance of 45,000.

In the 2nd Leg at Roots Hall, Blues managed a creditable 0-0 draw, the hero being goalkeeper Mervyn Cawston for saving a Neil Watmore penalty, before 9,894 fans to achieve their first ever victory against a First Division side in competitive football.



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Eric Snookes
Warren Joyce
Garry McIlhinney
Peter Valentine
Brian Gormley
Jeff Chandler
Wayne Foster
John Caldwell
John McGovern
12

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SOUTHEND v BOLTON WANDERERS

MERVYN CAWSTON	1	TOM MURDOUGH	1
PHIL DUDLEY	2	DAVE CLEMENTE	2
ALAN MOODY	3	PETER MURDOUGH	3
DAVID LUCK	4	BOB ARIEVA	4
STEVE LATES	5	PAUL JONES	5
MURRY KEAD	6	MIKE WALSH	6
TOM FREDLEY	7	DAVID F. NORD	7
ANTHONY KAPPORE	8	NEIL WALSH	8
MURRY LATES	9	ALAN GUNING	9
DERICK PARKER	10	LENE ANFIELD	10
COLIN MORRIS	11	NEIL WINE	11
ROBIN PAINES	12		12

match ball
TODAY'S MATCH BALL
WELLS - J. JACK

match officials
REFEREE: M. J. GUNCE
LINESMEN: M. J. GUNCE, M. J. GUNCE, M. J. GUNCE, M. J. GUNCE

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LEAGUE DIVISION THREE

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FOOTBALL LEAGUE CUP 2nd ROUND, 2nd LEG.

BLUES PHOTO FILE

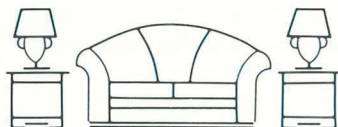


Crowny just thwarted by Ipswich with Richard Young on hand.

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"Action Man" Peter Butler on top of the job at Basildon.



Justin Edinbrough on the ball at Basildon.

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Ron Hanley with the Reserves

I can assure you no-one is looking forward to the season more than I am. The Reserves are in the Capital League — that means good quality opposition and playing mid-week under Floodlights. That's a great incentive and I hope plenty of you will be coming down to watch the games. Our fixtures, printed here give you the flavour of what is to come. Looking after the second string means you have to be a bit of a psychiatrist, motivator and Father figure all at the same time. There will be lads who feel a bit upset at not being in the first team, lads on their way back from injury and youngsters eager to stake their claims. From this you're looking to extract a team performance whilst aiding each with his own individual effort. It's a challenge I relish and over the weeks I'll be pleased to report to you on our progress and as I say, hope to persuade you to spare a bit of your time to call in and watch us at work.

Kevin Lock with the Juniors

As another season gets under way I thought you might be interested to know a little bit about the life of an apprentice footballer, or YTS trainee, as they are officially known.

Their pre-season started about 2½ weeks earlier than the professionals at the Club, to gently ease them into the rigours of full-time training after leaving school and also to organise their duties around the ground and to ensure that everything is ready for when the pros report back.

As you may or may not know the YTS has replaced the old apprenticeship scheme and although in many ways they are the same there are stipulations laid down by the Government to which Clubs must adhere to.

For example, trainees must go to college one day per week and for another ½ day per week they must go on work experience to another occupation. This is all done to further the boys education and to prepare them for something other than football in the event that they fail to make the grade and get a pro contract which, unfortunately, happens to lots of boys.

A trainee's duties can be pretty unglamorous at times and include cleaning boots, sweeping and mopping dressing rooms, scrubbing baths and looking after kit and equipment. Having said all that I don't think you would find any of the 13 trainees we currently have here would swop for any other career going and if they work hard for the 2 years they have on the scheme at their football and their jobs, which is important for their character and self-discipline, then the rewards are there for them.

In the next programme I will introduce you to our trainees and let you know how the pre-season games have gone.

CAPITAL FOOTBALL LEAGUE

FIXTURES 1988-1989

Check weekly on Soccerline
0898-700-279

1988			OPPONENTS	F	A
Wed	Sept	14	Leyton Orient		A
Tues	Sept	27	Enfield		A
Thur.	Oct	6	Wokingham Town		A
Tues.	Oct	11	COLCHESTER UNITED		H
Wed	Oct	19	Gillingham		A
Tues	Nov	1	CAMBRIDGE		H
Tues	Nov	15	WYCOMBE WANDERERS		H
Tues	Nov	22	Wealdstone		A
Wed	Dec	7	ENFIELD		H
Tues	Dec	13	Brentford		A
Wed	Dec	21	Welling United		A
Wed	Dec	28	LEYTON ORIENT		H

1989				F	A
Wed	Jan.	4	Colchester United		A
Tues	Jan.	17	Barnet		A
Wed	Feb.	15	WELLING UNITED		H
Wed	Feb.	22	BRENTFORD		H
Tues	Mar.	7	Aylesbury United		A
Tues	Mar.	21	WOKINGHAM TOWN		H
Wed	Mar.	29	GILLINGHAM		H
Tues	Apr.	4	Wycombe Wanderers		A
Tues	Apr.	11	BARNET		H
Wed	Apr.	19	WEALDSTONE		H
Wed	Apr.	26	Cambridge United		A
Wed	May	9	AYLESBURY UNITED		H

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SOUTH EAST COUNTIES LEAGUE DIVISION 1

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KO 11.00a.m.

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1988			OPPONENTS	F	A
Sat	Aug.	27	Millwall		A
Wed	Aug.	31	PORTSMOUTH		H
Sat	Sept.	3	NORWICH CITY		H
Tues	Sept.	6	QUEENS PARK RANGERS		H
Sat	Sept.	10	West Ham United		A
Sat	Sept.	17	COLCHESTER UTD LEAGUE CUP 1		H
Sat	Sept.	24	Cambridge United		H
Sat	Oct.	1	FULHAM		H
Sat	Oct.	8	Gillingham		H
Sat	Oct.	15	IPSWICH TOWN		H
Sat	Oct.	22	Watford		A
Sat	Oct.	29	LEAGUE CUP 2ND ROUND		
Sat	Nov.	5	Tottenham Hotspur		A
Sat	Nov.	12	ARSENAL		H
Sat	Nov.	19	Leyton Orient		A
Sat	Nov.	26	CHELSEA		H
Sat	Dec.	3	CHARLTON ATHLETIC		H
Sat	Dec.	10	MILLWALL		H
Sat	Dec.	17	LEAGUE CUP 3RD ROUND		
Sat	Dec.	31	Portsmouth		A

1989				F	A
Sat	Jan.	7	Norwich City		A
Sat	Jan.	14	Queens Park Rangers		H
Sat	Jan.	21	WEST HAM UNITED		H
Sat	Jan.	28	CAMBRIDGE UNITED		H
Sat	Feb.	4	Fulham		A
Sat	Feb.	11	GILLINGHAM		H
Sat	Feb.	18	Ipswich Town		A
Sat	Feb.	25	WATFORD		H
Sat	Mar.	4	TOTTENHAM HOTSPUR		H
Sat	Mar.	11	Arsenal		A
Sat	Mar.	18	LEYTON ORIENT		H
Sat	Mar.	25	Chelsea		A
Sat	Apr.	1	Charlton Athletic		A



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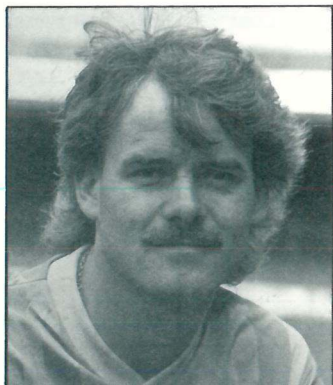
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BLUES IN VIEW



Full Name: Roy McDonough

Birthdate: 16th October
1958

Birthplace:

Solihull

Shoe Size: 9

Height: 6' 1"

Weight: 13st 7lbs

Schooling: Too old to
remember!!

Family: Wife of 2 months
JACKIE

Place of Residence: Detached House in Colchester

Pets: None really, but I look after Martin Ling

Favourite Food: Indian or Italian

Worst Food: Any dodgy Kebab

Favourite Drink: Lager (but only after a match)

Best TV Shows: Friday Night Live

Worst TV Shows: Coronation Street, Neighbours.

Best Music: Whitesnake; Springsteen; Luther Vandross

Worst Music: Any junk Rap Music

Best Radio Station: Radio One (apart from Gary Davies)

Favourite DJ: Steve Wright

Car: Vauxhall Astra 1.6 SR

Aftershave: Xeryus (or anyone else's I can pinch)!

Best Film: Any Eddie Murphy

Best Actor: Eddie Murphy

Best Actress: Kelly Le Brock; Kim Basinger

Most Famous Person Met: Johann Cruyff, Ian Botham
Richard Cadette

Player Most Admired: Glenn Hoddle, Graeme Sharp
Martin (Sponge) Ling

Most Difficult Opponent: Wife when she's annoyed
with me

Worst Injury: Broken Collarbone, Calcified lump in
left knee which required an operation

Previous Clubs: B'ham, Walsall, Chelsea, Colchester,
Exeter, Cambridge (see! It's not that many)

PLAYING POSITION: That's Debatable.

Best Goal: Colchester v Bristol City - Playing right
back I went from one goal area to the other and
rounded the keeper to score. HONEST!

Most Memorable Match: B'ham v S'land 1 Div. Debut

Biggest Influence on Career: My Dad and Family

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The Blues Roots Hall Record

LEAGUE MATCHES

	Played	Won	Drawn	Lost	For	Against
Division Three (South)	69	44	12	13	156	76
Division Three	414	202	117	95	708	448
Division Four	276	160	71	45	512	263
	760	406	200	153	1376	787
		(54%)	(26%)	(20%)		

F.A. Challenge Cup

	45	25	10	10	94	47
F.L. Cup/Milk/Litt. Cup	32	16	9	7	39	25
A.M.C/F.R.T/S.V.T.	6	3	---	3	13	11
	843	450	219	173	1522	871
		(53%)	(26%)	(21%)	(1.81)	(1.03)

ATTENDANCES

	Total	Matches	Average
League Matches	5,330,160	760	7,013
F.A. Challenge Cup	497,758	45	11,061
F.L. Cup/Milk/Litt. Cup	216,767	32	6,774
A.M.C/F.R.T/S.V.T.	7,670	6	1,278
	6,052,355	843	7,180

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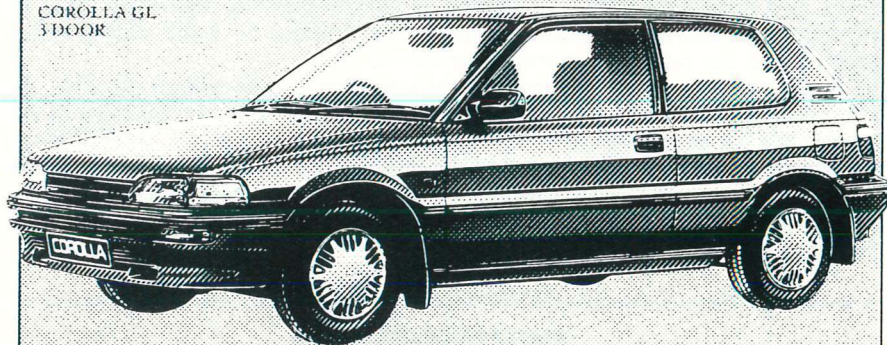
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Hidden inside it is a Mobira Cityman hand-portable cellular telephone. At left, another, in full view. You see the point. Smaller, lighter, better looking than ordinary portables. But also powerful and sensitive, with all the functions of a full-size car mobile. Speed dialling, auto call repeat, electronic security lock, for instance. Amazing. Marketing person's dream. Try one in your pocket. Or handbag. The number of our handbag is

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BLUES BUSINESS NEWS — With New, Views & Things to Choose from Blues Marketing & Commercial Dept.

Welcome to the Blues Business News in which we plan to give you details of all the commercial activities that the Club organises and offers during the year. It's a well known fact that Football Clubs just cannot exist on the income from Season Tickets and Turnstiles these days and as "many crumbs make the loaf", so the Commercial Department offers many opportunities to local Companies and individuals to become commercially involved.

We'll also bring you other snippets of information and details of general interest about the wider activities of the Club. At the same time, we invite YOU to write to US with any ideas of things you'd like to see or take part in. Don't forget ALL Members are now also Members of THE SHRIMPERS CLUB and we'd like to see more of you, more often. So, if you're a member of a group that wants a home for say Darts or Pool, or maybe another activity, contact **BRIAN DEAR** on **351403** and make the Shrimpers your base.

SOCCERLINE

FOR DAILY NEWS AND VIEWS FROM THE BLUES

DIAL 0898—700—279

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Information — Interviews with Paul & the Players — Match Reports — Competitions
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1988/89 EDITION



fact-filled with complete details of all 92 BARCLAYS LEAGUE Clubs



full colour pictures of favourites from every Club



complete 1988/89 FIXTURE LIST

CHRISTMAS IS COMING!

Yes Christmas Time is Party Time — what are YOU doing and where? That's the message on Blues special Christmas Leaflet advertising the Hire of the Board Room and Shrimpers Club for PRIVATE PARTIES. Call in and pick one up for your Firm's "do" or maybe your own private celebrations — but hurry the popular dates soon get snapped up.

11TH SPORTSMAN'S DINNER

Blues have the Top Reputation for miles around for their Sportsman's Dinners which afford Companies an ideal situation in which to entertain Clients. The next one, our 11th, is to be held at the Club on 20th September, when the man regarded as England's top after dinner Speaker, DAVID GUNSON, who is an Air Traffic Controller of all things, will be Chief Guest along with our adopted comedian JOE GOODMAN. Tickets are at a premium — so contact **HARRY STOBART** on **332113** for details of tables for 4, 6, 8, 10 or 12, for a really superb night out.

LOTTERY AND CASHLINE NEWS

Lottery — The Blues Lottery has continued through the summer and here are a few of the lucky BIG WINNERS:

£100 — Mr. Richardson, Chelmsford

£ 50 — Mr. W. Eiles, Southend

£ 50 — Mrs T. Wenman, Crayford, Kent

CASHLINE

£100 a Day for 50p a week with 10 chances daily. That's **BLUES CASHLINE** and here are last week's winners:

MON: G. Falmer, Southend 19th Aug

TUES: R. Briden, Leigh-on-Sea. 1988

WED: P. Rayner, Shoebury

THUR: Mrs. Ladbrook, Southend

FRI: Mrs. Williams, Rochford.

BLUES ALWAYS NEED MORE AGENTS TO SELL JUST 10 or more Tickets weekly. If you can help, ring **LINDA ASHBY** on **332113** for details Pst! Want a new Blues Kit!

The new Blues Kit has proved a hit with its distinctive diagonal shadow stripe and yellow side panel. We've already received some in the Blues Shop but it goes out quickly. However, don't worry, there's plenty to come, so if it's not in stock, you can order secure in the knowledge that we'll get it in quickly for you. Just call in or ring us on **611350** and get the up to the minute details.

MAN OF THE MATCH

Ring **SOCCKERLINE 0898—700—279** from 10.30am on **SUNDAY** — get the views of the Blues on the game and then vote for your **BLUE OF THE MATCH**. Leave your name, address and telephone number and you could win 2 tickets for our next Home League Match — **0898—700—279** — Your Winning Number

Marshall & Parsons

Answers:

Answer:

Soccer Girl is a
Wednesday
Supporter

Answer:

The Mystery Star
is Diego Maradona

Answer:

Jimmy Greaves
Born in East Ham

BLUES SPORTSWORD ANSWERS:

Answers

ACROSS

1. Leconte
10. Capital
18. Starmer
22. Stevens

7. Skeet
12. Worthington
19. Stool

9. Clear
14. Glen Roeder
21. Genoa

DOWN

1. Kelly
4. Ski-ing
11. Starkey
16. Esteve

2. Monaco
5. Penarol
13. Flutter
17. Round

3. Oti
8. Mariner
15. Norton
20. LTA

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ANN MACZKA
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HELPING THE GAME

The Football Trust receives £9 million annually from the Spotting-the-Ball competition run by Littlewoods, Vernons and Zettlers and spends it all on projects which benefit football throughout the United Kingdom.

Since 1979 it has been committed to the development of the game at every level and its broad and varying initiatives have ranged from essential safety work at Tottenham to social work at Toxteth; refurbishment at Wembley to repairs at Welling; closed circuit television at all League clubs to community facilities at Oldham Athletic; transport improvements at Sheffield Wednesday to storm damage in the South East of England; from policing costs at Hull City to an artificial pitch at Hyde United.

1988-89 will see The Football Trust increase its commitment by investing further sums in closed circuit television, transport facilities for supporters and projects to bring Football League clubs closer to their local community.

WARNING

At the beginning of the season more than 110 League grounds in England, Wales and Scotland will be equipped with CLOSED CIRCUIT TELEVISION which has been funded by The Football Trust.

It is there to increase crowd safety and to help the police. Recording facilities enable film and photographs to be taken of disorder, which may subsequently be used in a court of law.

CLOSED CIRCUIT TELEVISION

SAFETY FIRST

Football grounds in England and Wales have reached their highest ever level of safety thanks to the £23,671,425 invested by the Football Grounds Improvement Trust since 1975.

Almost every League club has been assisted with essential safety work and further substantial sums have been spent to enable them to improve facilities. In the past year alone FGIT grants to Football League clubs totalled:

	£
Safety	2,254,723
improvements	770,561

In addition to its safety programme, FGIT has also allocated £1.5 million to build or improve family and disabled facilities at League grounds during 1988.

BLUES SOUVENIRS FEATURING NEW

SPALL

KITS

Available from the Blues Shop, 374 Victoria Avenue, or by Mail Order

SPALL SPORTS WEAR LTD

Official Suppliers of Southend United F.C. Football Kit and
many other leading Football League Clubs

Please call at Club Office on non-Match Days.

PAUL'S POSERS for JUNIOR BLUES



Are you under 15? If so join the JUNIOR BLUES. Subscription is just **£2** for the Year and you'll get lots of interesting activities including half-term Coaching Sessions. Just send your subscription to **PAUL CLARK, JUNIOR BLUES, SOUTHEND UNITED F.C., ROOTS HALL.**

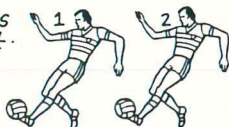
Plus each First Team game we'll have 2 competitions just for you to enter exclusively with prizes from the Club Shop.

Here are the first two. The prize for each one is a Southend United Scarf and the winner of each will be the first correct picked out on the 4th day after the match.

**junior
spot**

no.
1

ONLY TWO OF
THESE PLAYERS
ARE IDENTICAL.
CAN YOU SPOT
WHICH ONES
MAKE THE
PAIR?

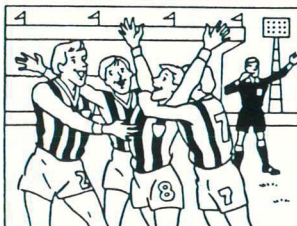


Send or bring your answers to
THE CLUB OFFICE at Roots
Hall. You can enter **BOTH** Com-
petitions but you can win just
one prize each time, so there
will be two winners every game.

So post your poser answers to
Paul and YOU could be a prize
winner but remember, as a
Member of JUNIOR BLUES
you'll be on a winning side
always.

Spot the Difference

no.
1



Can you spot the 10 differences between the two pictures?

**BARCLAYS LEAGUE FIXTURES
SEASON 1988-1989**



		OPPONENTS	F	A
1988				
Sat.	Aug. 27	BOLTON WANDERERS		H
Tues.	Aug. 30	BRIGHTON (LWC 1ST LEG)		H
Sat.	Sept. 3	Fulham		A
Wed.	Sept. 7	Brighton (LWC 2ND LEG)		A
Fri.	Sept. 9	SWANSEA CITY		H
Sat.	Sept. 17	Aldershot		A
Wed.	Sept. 21	Reading		A
Sat.	Sept. 24	CARDIFF CITY		H
Sat.	Oct. 1	Preston North End		H
Tues.	Oct. 4	MANSFIELD TOWN		A
Sun.	Oct. 9	Brentford		A
Sat.	Oct. 15	GILLINGHAM		H
Sat.	Oct. 22	CHESTERFIELD		H
Tues.	Oct. 25	Bury		A
Fri.	Oct. 28	WIGAN ATHLETIC		H
Sat.	Nov. 5	Wolverhampton Wanderers		A
Tues.	Nov. 8	BRISTOL ROVERS		A
Sat.	Nov. 12	Notts County		A
Sat.	Nov. 19	(F.A. Cup 1)		
Sat.	Nov. 26	Chester City		A
Fri.	Dec. 2	PORT VALE		H
Sat.	Dec. 10	(F.A. Cup 2)		
Sat.	Dec. 17	Sheffield United		A
Mon.	Dec. 26	NORTHAMPTON TOWN		H
Sat.	Dec. 31	BRISTOL CITY		H
1989				
Mon.	Jan. 2	Huddersfield Town		A
Sat.	Jan. 7	Blackpool (F.A. Cup 3)		H
Fri.	Jan. 13	FULHAM		A
Sat.	Jan. 21	Swansea City		H
Sat.	Jan. 28	ALDERSHOT (F.A. Cup 4)		H
Fri.	Feb. 3	PRESTON NORTH END		H
Sat.	Feb. 11	Mansfield Town		A
Fri.	Feb. 17	BRENTFORD		H
Sat.	Feb. 18	(F.A. Cup 5)		
Sat.	Feb. 25	Gillingham		A
Tues.	Feb. 28	BURY		H
Sat.	Mar. 4	Chesterfield		A
Fri.	Mar. 10	WOLVERHAMPTON WANDERERS		H
Tues.	Mar. 14	Wigan Athletic		A
Sat.	Mar. 18	Bolton Wanderers (F.A. Cup 6)		H
Sat.	Mar. 25	HUDDERSFIELD TOWN		A
Mon.	Mar. 27	Northampton Town		A
Fri.	Mar. 31	SHEFFIELD UNITED		H
Tue.	Apr. 4	BLACKPOOL		H
Sat.	Apr. 8	Bristol City		A
Fri.	Apr. 14	READING		H
Sat.	Apr. 15	(F.A. Cup Semi-Final)		
Sat.	Apr. 22	Cardiff City		A
Fri.	Apr. 28	NOTTS COUNTY		H
Mon.	May 1	Bristol Rovers		A
Sat.	May 6	Port Vale		A
Sat.	May 13	CHESTER CITY		H
Sat.	May 20	(F.A. Cup Final)		

HOME MATCHES

Monday, Tuesday and Friday evenings KO at 7.45pm
Saturday afternoons KO at 3.00pm
Northampton KO 11.30am

Grainger Publicity & Print

Wish the Players and Directors success.

For I am quite sure you will be in
THE 2ND DIVISION NEXT YEAR

Ray Middlesiss

BACK AGAIN BETTER & BRIGHTER



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1988/89 EDITION

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is retained by
the clubs.**



BLUES POST AND SOAP BOX

Dear Mr. Jobson,
Thank you for the Open Evening at Roots Hall this week. My wife, children and myself really enjoyed it. My boys would also like to thank the players and staff for being very helpful and friendly to them. It's a great memory which will stay with them.

I enclose a letter from my youngest. Thank you once again. Yours faithfully, BARRY CLARK. P.S. Best of Luck for the new season.

To dear Mr. Jobson,

Thank you for letting us come to the Open Evening I enjoyed meeting the players. My favourite player is Martin Ling. I hope you win the league this season. I will be with my dad at the games. Thanks again.

JONATHAN CLARK

To Mr. Vic Jobson.

Dear Sir,

I am writing to inform you that I have sent a letter to the Evening Echo, complaining about the manner in which they have treated the banning of the True Blues.

The articles during the last week have been wholly misleading, and have put the club in a very bad light. They appear to have been written, or at least dictated, by the concerned trouble makers. I am writing this letter to you to inform you of my real views, as my letter to the Echo is likely to be discarded, or worse, edited by the same person who wrote the articles.

I believe, and I suspect most other people do too, that you were left with no option after the way these people have dragged the name of Southend United through the mud. The club has a friendly tradition that most other clubs should envy, and last season the Family Stand in the East Stand demonstrated this, with wives, children and pensioners attending football matches without the slightest worry of trouble.

The True Blues have never criticised the board for buying the wrong players, which is the most important thing to any real fan: as long as the team is playing well it does not matter who is in charge. But this group seem to hold you personally responsible for the deterioration of Roots Hall, which seems to me the same as blaming relegation in 1984 on Dave Webb. It is ludicrous to expect you to plough £X00,000 a year into keeping Southend at Roots Hall.

Not only do these people moan, they then tell us how they "supported" the team at the Kursaal, and then moved to Roots Hall with the minimum of fuss.

I wish you all the success in the next years, and I am confident you will be the Blues' first chairman in Division 2. I hope my letter does get published unaltered, as it is important no one is fooled by these people. The reasons for leaving Roots Hall are sound, but they are being distorted.

I hope you share my views, and if you do not I would be glad to hear from you. Good luck, and up the Blues! Yours sincerely DEAN STEWART

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and where?

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YOUR
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Alton's

GARDEN
MACHINERY

TEAM CHECK

SOUTHEND United

Manager: Paul Clark

Bolton Wanderers

Manager: P.G. Neal

Paul Sansome	1. Dave Felgate
Danny O'Shea	2. Phil Brown
Peter Johnson	3. Barry Cowdrill
David Martin	4. Julian Darby
Shane Westley	5. Mark Came
Paul Brush	6. Dean Cromble
Peter Butler	7. Nicky Brookman
Derek Hall	8. Steve Thompson
David Crown	9. Ian Stevens
Roy McDonough	10. Jeff Chandler
Martin Ling	11. Robble Savage
Nicky Smith	12. Gary Henshaw
Richard Young	14. Phil Neal

SPALL

BLUES SOCCERLINE 0898-700-279 for the latest news on the Super Blues

SPALL

TODAYS OFFICIALS:

Referee:



DAVID ELLERAY

Linesmen:



Graham Poll (Red Flag)

A.C. Williams (Yellow Flag)

Today's
Mitre Delta
Matchball Donor
Peter
Kingsnorth

BLUES AT HOME AGAIN

TUESDAY 30TH AUGUST

Littlewood Cup

V

BRIGHTON

Kick-off 7.45pm

Alton's

GARDEN CENTRE
ARTERIAL ROAD, WICKFORD, ESSEX.

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